

## INDIANA

### The Hoosier Cancer Story: Using Media to Promote, Educate, and Inspire

Across Indiana, cancer stories are common. The unfortunate truth is that any Hoosier seeking a cancer story could simply call a family member or neighbor.

Cancer is the second leading cause of death in Indiana. The four most frequently diagnosed cancers in Indiana from 2003–2007 were lung, colorectal, breast, and prostate. During 2003–2007, Indiana had among the highest rates of lung, female breast, and colorectal cancer deaths in the United States.\*

As health professionals, it is our responsibility to lead the fight against cancer with solid research, proven policy, and effective interventions; in Indiana, we want to go a step further. In 2010, the Indiana Cancer Consortium (ICC) began sharing cancer stories with the release of the Indiana Cancer Control Plan (ICCP) 2010–2014 (<http://indianacancer.org/indiana-cancer-control-plan/>). The ICC is a network of public and private partnerships whose mission is to reduce the burden of cancer in Indiana across the continuum from prevention through pain management.

The ICCP consists of six focus areas, with one goal per focus area: primary prevention, early detection, treatment, quality of life, data, and advocacy. Results of a survey to identify gaps in plan implementation showed that member organizations were implementing all of the 250+ evidence-based strategies outlined in the ICCP.

## CONTACT

### Indiana Comprehensive Cancer Control Program

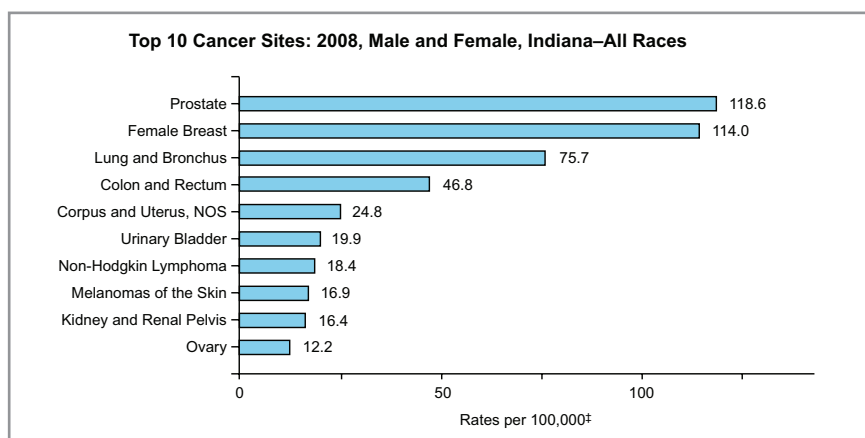
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■ <http://www.in.gov/isdh/24969.htm>

\*U.S. Cancer Statistics Working Group. *United States Cancer Statistics: 1999–2008 Incidence and Mortality Web-based Report*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; 2012. Available at <http://www.cdc.gov/uscs>.

Ongoing evaluations indicate not only improved communication with partners, but also greater interest in ICC membership, programming, and policies. The Web site has seen a constant increase in visitors; information about ICC and full stories of 16 cancer survivors can be found at <http://www.indianacancer.org>. ICC membership has grown, and a weekly e-mail newsletter, an ICC Twitter account, and the ICC Facebook page share stories with ICC members and partners from health and media organizations, cancer survivors, health professionals, and residents in Indiana and nationwide.



The path to success in Indiana has never been clearer: reduce the cancer burden by making it much harder to find tragic cancer stories. The task is no small feat but, as lung cancer survivor Molly Wooldridge so eloquently states, “No one should ever go from this world without a fight, even though it may be one of the hardest battles you’ve ever fought.” Well, Hoosiers are fighting, and the ICC vows to continue sharing their stories.